

Message Text

UNCLASSIFIED

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21

ACTION COME-00

INFO OCT-01 EUR-12 ISO-00 EB-06 RSC-01 /020 W

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R 311436Z OCT 74

FM AMEMBASSY MADRID

TO SECSTATE WASHDC 337

INFO AMCONSUL BARCELONA

AMCONSUL BILBAO

UNCLAS MADRID 6839

E.O. 11652: N/A

TAGS: BEXP, SP

SUBJ: TECHNICAL SALES SEMINAR

REF: STATE 230275, MADRID 3576

1. EMBASSY AGREES TECHNICAL SALES SEMINAR METALWORKING EQUIPMENT GOOD IDEA FOR SPAIN. SUGGEST SEMINAR EMPHASIZE NUMERICAL CONTROLS, AND NUMERICALLY CONTROLLED MACHINERY AS INDICATED TIR METALWORKING AND FINISHING EQUIPMENT - SPAIN.

2. BEFORE SCHEDULING SEMINAR EMBASSS MUST HAVE COMMERCE REPLY OUR SUGGESTION (MADRID 3576) SEEK EXCEPTION FOR US EXHIBIT AT NATIONAL MACHINE TOOL FAIR TO BE HELD BILBAO IN MARCH 1976. WE STRONGLY BELIEVE THIS MUCH BETTER PROMOTIONAL ACTIVITY THAN COMMERCE SUGGESTION PARTICIPATE BILBAO INTERNATIONAL FAIR IN JUNE 1976. MACHINE TOOL FAIR SPECIFICALLY AIMED AT TARGET GROUP WHEREAS INTER-NATIONAL FAIR IS HORIZONTAL SAMPLES FAIR.

3. ASSUMING EXCEPTION OBTAINED FOR PARTICIPATING NATIONAL MACHINE TOOL FAIR, EMBASSY WOULD NOT WANT TO TIE TECHNICAL SALES SEMINAR TO 1975 EDITION BILBAO INTERNATIONAL FAIR. IN FACT WOULD WANT TO SCHEDULE SEMINAR FOR TIME OR PLACE OTHER THAN FAIR. IF SEMINAR CANNOT AVOID FAIR TIME FRAME, JUNE 23-29, THEN COULD BE HELD IN MADRID. RIVERO

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